

Who is Who at Hawaii Tourism Europe

Mirjam Peternek, an all action girl, was born and raised in the Alpine town of Bad Urach, Germany, in 1975 where she developed her love

for skiing and hiking in the surrounding mountains. She also discovered her passion for travel and chose to study Italian, English, German and Scandinavian Studies at Freiburg University. Her studies eventually brought her over to the UK where her first

experience of the British culture was at University in Scotland and where she had her first taste of the traditional British weather!

Following her graduation in 2000, Mirjam initially worked for a Healthcare PR agency but soon became anxious to use her language skills and travel abroad. She subsequently joined Mangum in 2001 where she gained extensive experience working on numerous tourism accounts including the Seychelles, NYC & Company, Tourism New South Wales and Greater Fort Lauderdale.

After three years at Mangum, Mirjam was lured back to Britain in 2004 by the offer of a fish and chip supper and the position of Senior Brand Marketing Manager at Hills Balfour. Although Mirjam has only been in London for a short time she has developed a real passion for the British culture, she especially enjoys a picnic in the park at the weekend! Mirjam also enjoys listening to music, singing and sampling the London nightlife.

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Meike Peplow was born and raised in Andernach, a tiny little town in the center of Germany, in 1979. Very early she discovered her passion for sports and travel.

After graduating from school she went to Spain to study the language before she moved to Southern Germany, to start her studies in tourism and economics in Freiburg. After two years of studies she travelled to South Africa for a 6 months internship. Still too young to

start a professional career she escaped to the US to continue with her studies in San Diego, CA and at the Hawaii Pacific University for another year.

Following her graduation in 2002, Meike moved to Munich, for her the perfect city to live in. In winter-time skiing is just around the corner, in summer she loves to spend her free time at one of the lakes around Munich, she enjoys hiking and climbing in the Alps as well as the fantastic "Biergarten" in Munich.

In Munich she came across The Mangum Group where she applied for an internship with Tourism Queensland in 2003. Later that year she changed to the PR department where she gained experience on various accounts. Since July 2004 Meike works

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in the position of PR Manager for Hawaii, New South Wales and New York.

Virgin Holidays 2005 Brochure Launch

American attire was the theme for the Virgin Holidays 2005 brochure launch, held at their Crawley offices on 29th July. This marketplace and BBQ event was attended by their 250 call centre staff plus key representatives from all the Virgin departments.



HTE ensured Hawaii remained at the forefront of the attendees' minds, distributing helpful map guides from their colourful stand.

Call centre staff were further encouraged to find out more about Hawaii, with the prize draw requiring agents to answer a series of questions testing their US knowledge — including the challenge of naming Hawaii's state fish!

Pforzheim Hawaii Events

Media partner Pforzheimer Zeitung initiated two Hawaii events in July. 200 people joined the "Come to Hawaii" evening event (July 12) where Hawaii was presented with its various aspects: geology and volcanism, tourism in Hawaii, hula dance and traditional Hawaiian music instruments, film and slides on Hawaii.



During a Hawaii cocktail reception, there was the chance for personal contact and Q&As.



On July 23/24, a two day Hawaii Beach Party with family afternoon

program (Hawaii workshops with hula dancing, lei making etc.) and evening program with Roselle Bailey's Hawaii hula group brought Aloha atmosphere to South Germany. HTE distributed Hawaii material in cooperation with tour operator Eberhard Reisen. Moreover, Hawaii got extensive PR on both events via Pforzheimer Zeitung.



Hawaii!

So far this summer Hawaii has featured in over 50 UK trade and consumer features promoting travel and tourism to the islands. However, the double page spread in the popular lifestyle magazine New! — boasting a circulation of 334,310 — certainly proved one of the highlights.



This article focused on the journalist's visit to Oahu earlier this year, which was arranged by the



UK office in association with Page & Moy. Given the readers' fascination with the lives of the rich and famous, the feature also described why the islands continue to lure Hollywood stars and musical icons alike before concluding: "sun, sand, surfing, shopping and sightseeing — what more could a girl ask for?"

Aloha Live – Hawaii Music in Germany

Makana and Amy & Willie toured through Germany during the first two weeks of July. They were



special guests at three Carlos Santana concerts in Frankfurt and had performances at three different events at Opel IRONMAN GERMANY Triathlon in Frankfurt:

at the night run, pasta party and the final event itself when they played at the finishing line.

Amy & Willie K. and Makana had press appointments and interviews with radio stations HR3 and FFH, initiated by HTE. Worldsound launched a new Hawaii music website for the European market, www.hawaiiworldwide.com. In order to promote this website and the tour of the Hawaiian artists in Germany, HTE did a mailing to travel agents in cooperation with FTI, raffling Hawaii branded CDs and tickets for Santana concerts.

Ironman Hawaii Promotion



Hawaii Tourism Europe completed their extensive Hawaii promotion for the Opel IRONMAN GERMANY Triathlon in Frankfurt, Europe's most important Triathlon competition and official qualifier race for the competition in Hawaii.

After an extensive radio promotion and Hawaii

sweepstakes in cooperation with HR3 and Duracell, the July activities culminated on the event day July 11.

During the competition, 10,000 Hawaii branded drink bottles with link to website have been distributed to athletes and spectators.

Throughout July a trip was raffled to Hawaii in cooperation with United Airlines and Waikiki Beach Marriott Resort and Spa on www.hawaii-tourism.de. This sweepstakes was further promoted by media partner Frankfurter Rundschau Online. At the finishing line, leis were given to VIP guests and the first athletes entering the finishing line. Just before the grand final, Makana and Amy & Willie performed at the finishing line in front of thousands of enthusiastic spectators. Hawaii material and press kits were given to 800 VIPs and 300 journalists. The Hawaii Ironman promotion was a big success for the Aloha Islands in Europe.

European Market Newsticker

Neckermann cuts winter 2004/05 brochure prices

Neckermann Reisen has cut brochure prices to its top winter holiday destinations for the 2004/05 season and again aims to grow more strongly than the overall market. The Thomas Cook mass-market operator has reduced long-haul prices by 6% lower on average, with the USA as much as 20% cheaper.

Speculation over Morgan Stanley stake in TUI

Wide-ranging speculation over a possible hostile takeover bid for TUI has broken out following news that investment bank Morgan Stanley has raised its stake in Europe's leading tourism group to 10.1%. While Morgan Stanley has refused to say why it doubled its holding from the previous 5%, financial experts have speculated that the US bank could be paving the way for a hostile takeover bid. TUI chairman Michael Frenzel gave a robust response in German media, saying: "I will certainly not sit back and watch investors buy into TUI and then break it up."

PATA meets North of England

Manchester Airport will be the venue for the Pacific Asia Travel Association's North of England Trade Workshop this coming September. Over 1,500 retail travel agents and tour operators from the North, West and East of England have been invited to attend this important training event. HTE will be present with a Hawaii stand, collateral for distribution and Aloha spirit in abundance.



2nd European Hula-Festival, Zeulenroda

The 2nd European Hulafestival took place from July 2 - 4 in Zeulenroda, Germany.



Five different hula halaus from all over the world were performing their dances during three days. The program was complemented by family programs with lei

making, a lu'au and various booths on Polynesian products and destinations. HTE was present with a stand in cooperation with a local travel agency. There was the possibility to make your own orchid lei and play Konane at the Hawaii booth.

Marketing & PR Calendar

**Travel 2 – Destination Training
(August 17)**

**Ironman UK – Hawaii Promotion
(August 22)**

**Sales Meeting in Zurich with dinner function
for all major Swiss tour operators in cooperati-
on with Starwood
(August 25)**

**Airline Sales Calls Frankfurt
(end of August)**

Hawaii coverage in Maxi magazine

Hawaii was covered with an extensive 5 page article in Maxi (Circulation: 411,546), one of the leading upscale female magazines in Germany,



targeting the well educated women aged 20 – 30! Maxi described the perfect itinerary for a holiday in Hawaii and gave useful tips and inside information. This an outstanding result of general PR support with a generated Media Value of 165,000 US\$.

News Stories Urgently Sought for WTM 2004

With the 25th World Travel Market just a few months away, the UK team are already beginning to gather news stories which they will then use to compile the official Hawaii WTM Press Pack, given to International media at the event.

And with the UK travel trade press deadlines for their important WTM preview features mid September, please ensure you don't miss out on this fantastic publicity opportunity and feed through any 2004 activity updates and plans for 2005 to the PR team as soon as possible.

All information and story ideas should be sent through to
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